

Virtual Marketing Labs

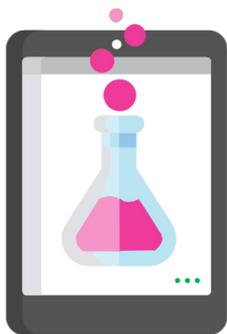
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Today, the world of marketing changes at a breakneck speed. To keep up with new technology, consumer trends & platforms, marketing professionals need to constantly learn new skills. Otherwise, they will not understand important customer informations & signals, which results in inefficient advertising spend.



Upskilling workshops for marketing teams

Virtual Brand Activation Lab



Consumer centric, digital-first methods

Virtual Data-Driven Marketing Lab



More effective and efficient marketing

In close partnership with Google, we have developed a small series of virtual workshops that we call „Labs“. In these one-day Labs, our experts cover the most relevant insights and updates digital marketing teams need to know. They provide frameworks, ideas and know-how to transform not just marketing strategies but ways of working.

Understanding the customer + using the right data = better marketing performance



one day
(5h in total/ per Lab)



specially trained digital marketing facilitator



two years + of marketing experience needed



one marketing team
6 - 8 participants



German/ English

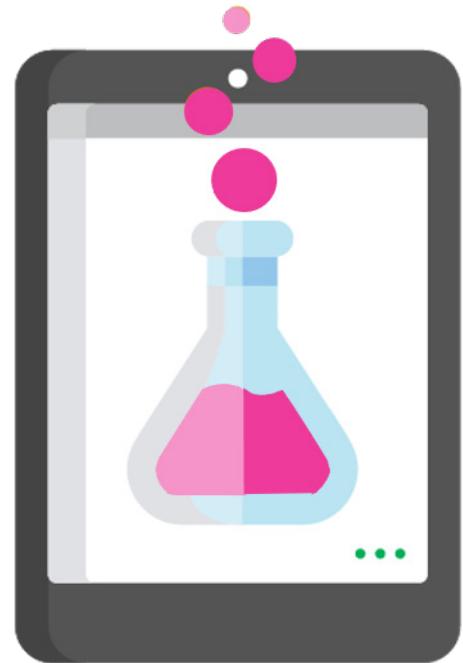


100% virtual
via Google Meet

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Most marketing teams develop campaigns without first defining a targeted customer journey. Without this clear goal and relevant customer signals, marketing activities will be inefficient and result in a significant waste of advertising spend.



Optimize your digital marketing campaigns based on target customer signals.



Audience
Understanding customers & finding them in the digital world.



Messaging
How can your campaigns be relevant to customers experiencing our times?



Ad Formats
Picking the Ad Formats best suited for the campaign objectives and the customer journey.



Measurements
Single-view of the customer journey.



Roadmap creation
Let's do this with the 'now, next, long' framework!

Together, we will use the target audience insights to build a customer journey, develop your messaging, choose ad formats and measure your campaign impact.

After participating in this Lab, your marketing team will develop campaigns more effectively based on the right foundation and will ultimately produce better marketing results.

Contact me about our Labs & other marketing e-learning products.



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